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Dave Murray

Associate Vice President of Marketing and Communications at Ferris State University



- Ferris State University



- University of Missouri-Columbia

Grand Rapids, Michigan, United States · [Contact info](#)

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Highlights



Dave recently posted on LinkedIn

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About

Relentlessly positive and experienced communications director with a demonstrated history of working in higher education, state government and journalism. I'm a strong media and communication professional skilled in media relations, crisis communication, marketing, strategic planning, and news writing.

Activity

3,006 followers

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Dave Murray

Associate Vice President of Marketing ...

5h ·



Dave Murray

Associate Vice P

8h ·

Did you see our billboard on Woodward Avenue in Detroit this spring? I just love our partnership with [OUTFRONT Media](#) to bring the ...more



16 · 2 reposts



The academic Elite Eight women's basketball was by the [Women's Basketball \(WBCA\)](#) for a cumulative average for the 2024-25. Congrats to coach Kurt and student-athletes for a career that extends beyond the court.


Learn more: [https://link](#)



5


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Experience




Associate Vice President for Marketing and Communications
Ferris State University · Full-time
Jul 2023 – Present · 2 yrs 1 mo
Big Rapids, Michigan, United States · On-site

Relentlessly positive communicator telling the story of Ferris State University people and programs!




Communications Director
Grand Rapids Community College · Full-time
Mar 2018 – Jul 2023 · 5 yrs 5 mos
Grand Rapids, Michigan

Telling the story of West Michigan's best choice for students of all ages.



Communications Director
Talent and Economic Development Department of Michigan
Mar 2016 – Mar 2018 · 2 yrs 1 mo
Lansing, Michigan

Coordinating communicators for four state agencies, working to help residents gain in-demand skills, build a talented workforce and help...



Adjunct journalism instructor
Cornerstone University · Part-time
Jan 2008 – Jan 2017 · 9 yrs 1 mo
Grand Rapids, Michigan

I work with students who produce The Herald, the campus newspaper, in addition to teaching the advanced news reporting and writing class.

Press Secretary/deputy press secretary
State of Michigan Executive Office of Gov. Rick Snyder · Full-time
Jul 2013 – Mar 2016 · 2 yrs 9 mos
The Comeback State

Thrilled to be a part of the team reinventing Michigan!

Show all 10 experiences →

Education



University of Missouri-Columbia
Bachelor of Journalism, News-Editorial
1984 – 1986

Activities and societies: Wrote for the Columbia Missourian as part of the School of Journalism.



Nassau Community College

Associate of Arts, Liberal Arts

1982 - 1984

Activities and societies: Editor and Chief of Vignette, the campus newspaper

Show all 3 educations →

Volunteering



Board Of Directors

WMPRSA - West Michigan Chapter of the Public Relations Society of America

Nov 2018 - Dec 2022 · 4 yrs 2 mos



Michigan Representative, District 3 Executive Board

National Council for Marketing & Public Relations

Feb 2022 - Jul 2023 · 1 yr 6 mos

I represented Michigan community college communications teams on NCMPR's District 3 board.

Skills

Editing



Endorsed by Bruce Buursma and 4 others who are highly skilled at this



Endorsed by 3 colleagues at Cornerstone University



22 endorsements

Writing



Endorsed by 4 colleagues at Cornerstone University



14 endorsements

Show all 23 skills →

Recommendations

Received

Given



Melissa Slager

Purveyor of the printed word

December 9, 2007, Melissa worked with Dave on the same team

Dave is a dogged reporter whose passion is matched only by his infectious sense of humor. It was a blast working with him and learning from him.

Interests

Companies

Groups

Newsletters

Schools



Michigan State University

587,638 followers

+ Follow



University of Missouri-Columbia

290,796 followers

+ Follow

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with Ridgeview

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Selene Lee ✓ · 3rd+

Environmental artist

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Wendy Patriquin · 3rd+

Director, Doctorate in Community College Leadership at Ferris State University

Message

Bill Pink ✓ · 3rd+

President, Ferris State University

Message



Ivan Flores · 3rd+

Computer Graphics Specialist and CG Artist

Message



Kristine Workman · 3rd+

Director of Leadership Giving and Relationships/Associate Director The Ferris Foundation

Message

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People you may know

From Dave's company

Kimberly McVicar, DHA, MSA, MT(ASCP) ✓

Professor, Health Administration Programs, Ferris State University

Connect



Qian Ding ✓

Researcher and Educator

Connect

Monique Norfus Limerick ✓

Knowledge Broker

 Connect**Emmanuel Jadhav** ✓

Connection Initiator: Academia || Public Health Practice || Administration

 Connect**Mark R. Dyke, CM-BIM, LEED AP, LPC** ✓

Tenured Associate Professor - Ferris State University, Speaker, Licensed Professional Counselor - Collaborative Counseling Group

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Government Administration

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Hospitals and Health Care

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